



INTERCOLLEGIATE
BROADCASTING
SYSTEM

706 SANDERS AVE., SCHENECTADY 2, N. Y.

OPERATIONS DEPARTMENT

March 26, 1954

Station Manager
WCSR
Smith College
Northampton, Massachusetts

Dear Station Manager:

On December 22, 1953 we wrote advising that we were temporarily listing WCSR on a special supplement to the IBS advertising rate card.

We advised that since we have no day-to-day contact with your station, we can not be certain that this listing is accurate or that you actually desire this representation. Hence, we requested that you sign and return an authorization to continue the temporary listing, or inform us of your desire to have WCSR deleted.

To date we have not heard from you, in spite of a follow-up letter dated February 2, 1954. We are most anxious to hear from you, as otherwise your continued silence would seem to indicate that you do not wish to incur the possibility of being included in a national advertising contract secured by our representative, the College Radio Corporation.

If your failure to reply is brought about because you mislaid our earlier letter and its enclosures, we will be happy to replace them.

We hope to hear from you immediately in connection with this matter.

Cordially,

David W. Borst
Operations Manager

DWB/jfb



March 28, 1954

Station Manager
WGBH
Boston, Massachusetts

Dear Station Manager:
On December 22, 1953 we wrote advising that we were temporarily
listing WGBH on a special agreement to the 1953 advertising rates
card.

We advised that since we have no day-to-day contact with your station,
we can not be certain that this listing is accurate or that you
actually desire this representation. Hence, we requested that you
sign and return an authorization to continue this temporary listing,
or inform us of your desire to have WGBH deleted.

We have not heard from you, in spite of a follow-up letter
dated February 2, 1954. We are most anxious to hear from you, as
otherwise your continued silence would seem to indicate that you do
not wish to incur the possibility of being included in a national
advertising contract secured by our representative, the College Radio
Corporation.

If your failure to reply is purely about getting a new listing card,
we will be happy to replace them. We will be happy to replace them.
We hope to hear from you immediately in connection with this matter.

Cordially,

David J. Frost
Operations Manager

DJB/jlp